



News From

Maggie Brooks

Monroe County Executive

For Immediate Release

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BROOKS UNVEILS PANDEMIC FLU INFORMATION CAMPAIGN

County Partners with Wegmans to Display Brochures in Pharmacies

Monroe County Executive **Maggie Brooks** today announced the County has launched efforts to educate, inform and prepare the public for a potential outbreak of Pandemic Flu. The outreach plan includes a new Pandemic Flu page on the County website as well as an educational brochure that will be made available at all Monroe County Wegmans pharmacies.

*"Monroe County has been working aggressively with our partners at the local, state and federal levels to develop plans, and be prepared in the event of an outbreak," said County Executive **Maggie Brooks**. "An informed public is critical to the success of this plan, and I am grateful to Wegmans for their partnership in this effort."*

*"Planning for business continuation in the event of an emergency is part of doing business at Wegmans. We fully understand that our customers depend on us for food and medicine in times when other services may be disrupted." said **Jo Natale** from Wegmans Food Markets, Inc. "We're pleased that we can help by acting as a distribution point for these brochures. We have been impressed with the efforts at the county level in every state, but we are especially proud of Monroe County, because their collaborative process is one of the best we have experienced."*

The new Pandemic Flu page on the County website provides a "one-stop" resource for residents, businesses, hospitals, medical offices, schools, universities and others. Included on the page are an educational video, the County's Pandemic Flu brochure, planning checklists, and other informational materials.

*"Thanks to the work of our Public Information & Communications (PIC) Team, we have developed these great resources for our community," **Brooks** said. "I applaud all of them for their hard work and commitment to the safety of our citizens."*

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County Executive Brooks established the PIC Team six months ago to develop plans assuring that all segments of our community are reached with information should we ever face a large scale emergency like Pandemic Flu. The PIC Team is comprised of communications professionals from groups including: our local hospitals and medical community, the business community, local government, schools and colleges, public safety, and various community agencies.

“Pandemics occur every 20-30 years and while there is no way to predict with certainty when the next one will occur, it is critically important that we prepare ourselves now,” said Monroe County Public Health Director **Dr. Andrew Doniger**. *“Previous pandemics resulted in widespread illness and many deaths. It is therefore imperative that we educate the public about actions they can take to protect their health.”*

Health officials reiterated the following preventive habits:

- Cover your mouth and nose with a tissue when coughing or sneezing. If you don't have a tissue, cough into the crook of your arm or sleeve so you don't get germs on your hands and spread them to others.
- Wash your hands often and thoroughly with soap and water. Use hand gels with alcohol if washing with soap and water is not possible.
- Try to stay at least three feet from people who are coughing or sneezing.
- Stay home from work or school if sick with respiratory symptoms.
- Keep a supply of non-perishable food, bottled water, and necessary medications to minimize trips to stores during an outbreak. Have a first-aid kit and a battery operated radio on-hand.
- Stay attentive and informed. Don't wait until pandemic flu has arrived to start learning and making plans.

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Media Inquiries, contact:

Department of Communications at 753-1080